

DO'S AND DON'TS FOR USING AI RESPONSIBLY

Do's and Don'ts for using AI tool responsibly in copywriting

DO

USE AI TOOLS TO HELP YOU IN YOUR WORK



ReAgency recognizes the potential of Artificial Intelligence (AI) to enhance productivity, save time, and reduce costs for our clients. From streamlining tasks to generating creative ideas, AI has the ability to make our work more efficient and impactful.

For example, AI tools can be very useful for translating or localizing content, which broadens our potential audience and improves accessibility.

In summary, please do use AI tools such as Chat GPT, as they help us provide the best value for our clients.



DO FACT-CHECK EVERYTHING



Always verify AI-generated information with **credible sources** (such as scientific reports, journal articles, trusted databases, or subject matter experts). Watch for AI “hallucinations,” where the tool may generate false or fictional information. If something seems off, double-check!

Always check the accuracy of translations with a native speaker.

If your question involves factual data or current events, ask the AI for references or the date of the knowledge cutoff.



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DO
GET
SUMMARIES
OF
TRUSTED
REPORTS



DON'T COPY

Use AI suggestions as drafts or starting points, not final outputs.
Make sure you're adding value by modifying and customizing the
content to suit the project's objectives and tone.

A human must review and edit all AI-generated content for
accuracy, context, relevance, and brand tone before delivery to the
client. Never deliver, release, or publish unedited AI outputs. AI
can be a useful collaborative tool, but should never replace human
creative direction. At ReAgency, we're proud of our team of
creatives and believe they can deliver superior value to AI alone.



DO

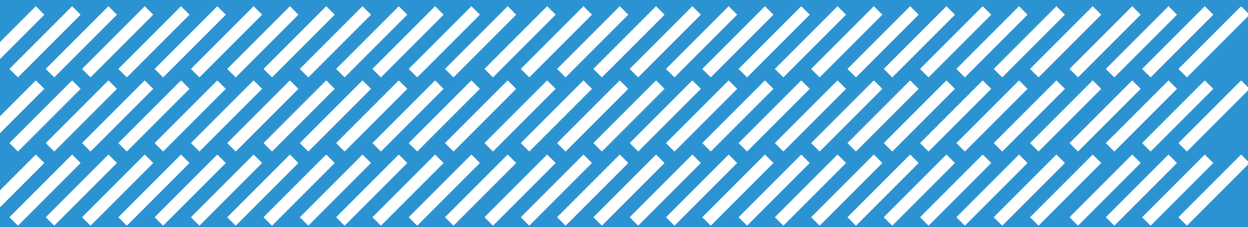
REVIEW FOR BIAS

Be aware that AI models can reflect systemic and data biases. The tools we use are only as good as the data models they have been trained on. Check outputs for stereotypes, biased language, or assumptions that aren't validated.

ReAgency is an inclusive agency, and we take reasonable steps to address implicit bias wherever we find it.

Further Reading: [UNHCR Report on Racism and AI \(2024\)](#)





DO

LIMIT AI USE FOR SENSITIVE TOPICS

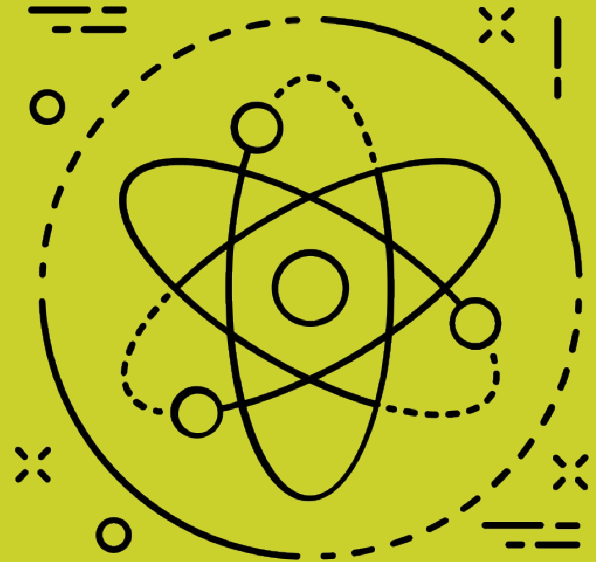
For sensitive or complex subjects (e.g., legal advice, medical information), rely primarily on human expertise rather than AI outputs. Licensed professionals are accountable for the advice they provide, and they follow established standards and ethical guidelines. AI systems, while advanced, do not bear responsibility for the outcomes and might generate incorrect or inappropriate responses without understanding the full implications.

When the consequences are significant, use a human expert.

DO

USE THE
LATEST AI
UPDATES

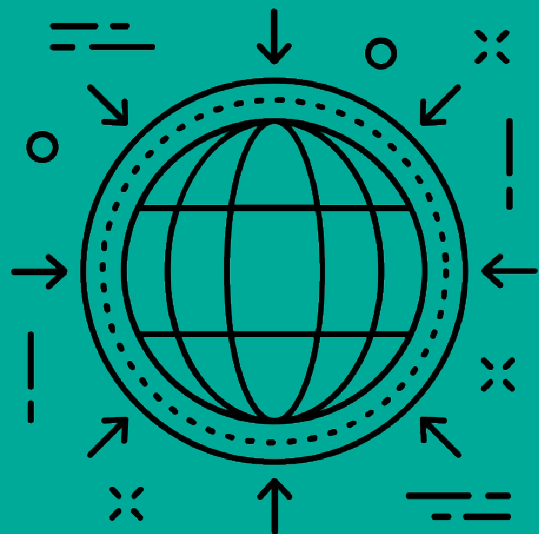
Ensure that the AI tool you're using is up-to-date with the latest data. AI outputs can sometimes be outdated if the tool hasn't been refreshed with recent information.





If using AI in sustainability-related work, always review outputs for any signs of misleading environmental claims ('Greenwashing'). Avoid using social issues in insensitive or manipulative ways ('Wokewashing').

DO
REVIEW FOR
GREENWASHING /
WOKEWASHING



DO

PROTECT PRIVACY

Never input sensitive client or proprietary information into AI systems.

Remember that most AI tools don't guarantee data privacy and protection.



DO CLARIFY CONTEXT

When using AI tools such as Chat GPT, provide clear instructions and context to minimize irrelevant or misleading outputs. See our list of best practices for getting the most out of your AI tools.



THANK YOU

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